

CAMPUS MEDIA, INC.
OPERATING PROCEDURES

1. WE NEED, IMMEDIATELY, A COPY OF YOUR CURRENT NATIONAL RATE CARD, YOUR PROGRAM GUIDE, AND ANY PHOTOGRAPHS, GRAPHICS, OR PERTINENT MATERIAL WHICH DESCRIBES YOUR STATION.
2. AS SOON AS YOU RECEIVE A BROADCAST ORDER, SIGN AND RETURN THE DUPLICATE BROADCAST ACCEPTANCE. *Rejection Procedure*
3. OUR CONTRACT STATES THAT YOU MUST SEND, BY THE TENTH OF THE MONTH, FOLLOWING THE MONTH IN WHICH THE SPOTS WERE BROADCAST, A NOTARIZED BROADCAST AFFIDAVIT ON THE FORM WE SUPPLY FOR YOUR CONVENIENCE. EACH MOVIE OR PRODUCT ADVERTISED REQUIRES A SEPARATE AFFIDAVIT. *Aff + Bonus*
4. YOU MUST SEND WITH YOUR AFFIDAVIT A SEPARATE STATEMENT OF ACCOUNT, BILLING US AT THE RATE STATED ON YOUR NATIONAL RATE CARD. AGAIN, EACH MOVIE OR PRODUCT ADVERTISED REQUIRES A SEPARATE BILL.
5. READ CAREFULLY THE PENALTY CLAUSE IN OUR CONTRACT, TO BE PUT INTO EFFECT IF WE RECEIVE ITEMS '2' AND '3' POSTMARKED AFTER THE TENTH OF THE MONTH IN WHICH THEY ARE DUE.
6. YOU MUST RUN THE NUMBER OF SPOTS ORDERED, UNLESS WE ARE NOTIFIED IMMEDIATELY OF YOUR INABILITY TO DO SO. (SOME STATIONS RUN MORE SPOTS THAN THE REQUIREMENT, WITHOUT CHARGE, BECAUSE THEY LIKE THE SOUND. THIS IS PERFECTLY ALL RIGHT AND, BY THE WAY, AMAZES A CLIENT.)
7. ADVERTISERS WANT PROOF THAT THEIR CAMPAIGN HAS BEEN EFFECTIVE. WE MUST HAVE A LETTER FROM A STATION BOARD MEMBER CRITICALLY EVALUATING EACH SET OF SPOTS YOU RECEIVE. THIS MAY SEEM LIKE A DRAG, BUT REMEMBER THAT CAMPUS MEDIA, INC. IS WORKING VERY HARD FOR YOUR STATION. WE NEED FEEDBACK TO RESELL SKEPTICAL CLIENTS (I.E. ALL CLIENTS) FOR YOU.
8. AT THE END OF THE BROADCASTING YEAR, YOU MUST FILE A RENEWAL REPORT WITH THE COMPANY. THIS SHOULD INCLUDE THE STATION MANAGER'S SUMMARY OF SERVICES PERFORMED OTHER THAN PLAYING THE CLIENT'S RADIO SPOTS. CONTESTS, POSTER DISPLAYS, AND PROMOTIONAL EVENTS MIGHT BE INCLUDED IN THE REPORT. PROOF SUCH AS PHOTOGRAPHS, PROGRAMS, AND GRAPHICS WOULD BE HELPFUL. CAMPUS MEDIA, INC. MUST ASSURE OUR CLIENTS THAT EACH STATION WE REPRESENT IS ACTIVELY WORKING TO DELIVER HIS MESSAGE IN THE MOST EFFECTIVE WAY.

NOV 10 1977

U.S. DEPT. OF COMMERCE

NATIONAL BUREAU OF ECONOMIC ANALYSIS